Claim Listing:

Claims 18-20 and 22-48 are pending.

1-17. (Canceled)

18. (Currently amended) A programmed controlled computer system ~~for gathering data to be used in scripting, directing, writing, or producing a show yet to be broadcast,~~ comprising:

a computer processor ~~means for sending~~ <u>selectively programmed to provide</u> an electronic query to a member of ~~a test~~ <u>an</u> audience ~~for~~ <u>a current episode</u> for ~~said~~ <u>a</u> show, wherein said <u>show comprises a series of episodes having a common theme and characters with subsequent episodes advancing a story line of said show, said</u> query <u>is structured in a multi-tiered query hierarchy to elicit</u> ~~elicits an~~ electronic feedback ~~message~~ <u>messages for use to modify the story line and/or characters for future episodes of said show</u>;

a computer processor ~~means~~ <u>selectively programmed</u> for receiving <u>and storing in memory</u> said feedback ~~message~~ <u>messages</u>; and

a computer processor ~~means~~ <u>selectively programmed</u> for <u>aggregating a plurality of collected feedback messages into data and</u> electronically ~~transmitting~~ <u>analyzing said</u> data to provide a report that is ~~comprising said feedback message, wherein said data is electronically analyzed and~~ utilized in development of ~~said show prior to being broadcast~~ <u>the story line and/or characters in one or more subsequent future episodes for said show,</u>

<u>wherein said processors may be one processor or a plurality of interconnected processors.</u>

19. (Previously presented) The system of claim 18 wherein said show comprises a television or online series of situational comedies, episodic shows, or soap operas.

20. (Currently amended) The system of claim 18 wherein said <u>computer processor selectively programmed to provide</u> an electronic query ~~means for sending~~ is operable to send at least one of: streaming media, non-streaming online media, and television video data.

21. (Canceled).

22. (Previously presented) The system of claim 18 wherein said query is used in conjunction with an additional tier of such queries whose responses can be immediately incorporated into a television show production.

23. (Currently amended) The system of claim 18 wherein said ~~transmitting and~~ receiving ~~are~~ is performed via the Internet.

24. (Currently amended) The system of claim 18 wherein said feedback ~~message~~ messages are ~~is~~ received from one or more viewer portals.

25. (Previously presented) The system of claim 18 wherein said data is transmitted to one or more of: advertisers, producers, directors, writers, broadcasters, and studios.

26. (Currently amended) The system of claim 18 wherein said feedback ~~message~~ messages are ~~is~~ in a form operable to be incorporated into a show scheduled for broadcast within seven days.

27. (Previously presented) The system of claim 18 wherein said query is tailored to elicit a feedback message configured to engender viewership.

28. (Previously presented) The system of claim 18 wherein said query comprises a prequel-mercial.

29. (Previously presented) The system of claim 28 wherein said prequel-mercial query is configured to enable non-temporally limited feedback.

30. (Previously presented) The system of claim 28 wherein said prequel-mercial is configured to garner feedback for initial episodes.

31. (Previously presented) The system of claim 28 wherein said prequel-mercial is configured to educate an audience about said show.

32. (Previously presented) The system of claim 28 wherein said prequel-mercial is configured to promote said show.

33. (Previously presented) The system of claim 28 wherein said prequel-mercial is configured to provide portions of a storyline that are supportive of said show.

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34. (Previously presented)   The system of claim 33 wherein said prequel-mercial comprises product placement advertisement within said storyline.

35. (New) The system of claim 18, wherein said query is an editor-driven query.

36. (New) The system of claim 35, wherein said editor-driven query is directed to a drop-in scene for a subsequent episode in said show.

37. (New) The system of claim 18, wherein said query is a director-driven query.

38. (New) The system of claim 37, wherein said director-driven query is directed to a subplot storyline for said show.

39. (New) The system of claim 18, wherein said query is a writer-driven query.

40. (New) The system of claim 39, wherein said writer-driven query is directed to a pivotal plot change in a storyline for said show.

41. (New) The system of claim 18, wherein said query is an Online Request.

42. (New) The system of claim 18, wherein said feedback message is filtered based on whether said message is responding to an editor-driven query, a director-driven query, a writer-driven query, or an Online Request.

43. (New) The system of claim 18, further comprising one or more character web portals, each character web portal corresponding to a character in said show.

44. (New) The system of claim 43, wherein each character web portal enables a user to purchase an item associated with the corresponding character.

45. (New) The system of claim 44, wherein said item is an article of clothing worn by said character in one or more shows in said show.

46. (New) An apparatus comprising:

a computer that transmits Internet queries to an audience of a broadcast show, wherein said broadcast show is one of a series of shows, with at least one subsequent show of said series of shows not yet broadcast;

a computer that receives and stores responses to said Internet queries;

a computer that tracks each of said responses based on one or more characteristics of corresponding responders, said one or more characteristics comprising geographic area of responder, and

a computer for making storyline recommendations based on said responses, said recommendations based on one or more geographic areas of said responders,

wherein said computers may be one computer or a plurality of computers.

47. (New) An apparatus as in claim 46, wherein at least one geographic area receives a customized broadcast of a subsequent show in said series of shows, said customized broadcast being customized based on one or more of said storyline recommendations based on said geographic area.

48. (New) An apparatus as in claim 46, further comprising a computer for making storyline recommendations based on said responses, each of said storyline recommendations being associated with a corresponding responder characteristic, each group of viewers sharing said characteristic to receive a customized broadcast of a subsequent show in said series of shows, each said customized broadcast being customized based on one or more of said storyline recommendations for said characteristic.